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White Ribbon Newsletter – February 2013

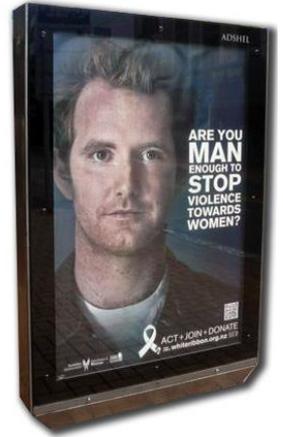
Kia ora and welcome to the first White Ribbon Newsletter for 2013. We hope you all enjoyed time with family and friends over the holiday period and have recharged your batteries ready to spread the White Ribbon kaupapa.

As always, a new year brings change and we would like to recognise the efforts of all those who have moved on from their current positions to take up other opportunities. Your contributions have been invaluable and we wish you all well.

We are now moving into year two of our three year transitional phase towards an independent White Ribbon Foundation. This is an important journey, and together we are confident that White Ribbon will continue to take responsibility for generating change in both attitude and behaviour.

I hope you'll join with the campaign team and help to make 2013 one to remember.

Rob McCann
White Ribbon Campaign Manager



White Ribbon Ride

Last November a core group of riders drawn from the Patriots and Te Ahi Kikoha took part in the annual White Ribbon Ride throughout New Zealand. Joining the riders were three Support Crews whose job it was to liaise with communities, media and the riders. Bernadette Palmeri, an intern from America working at Women's Refuge shares her impression of the East Wind leg of the ride. [Read the story here.](#)

Community Action

The start to the new year saw a number of communities organise their own community action in the form of marches to raise the issue of violence and look for solutions. The first march of the year was organised in Whangarei as a response to the murder of Patricia Ann McGrath. Hundreds turned out to show their desire to end the violence and find a better way while the second march was held at Waitangi. The third march took place in Kawerau, when a town which has had more than its fair share of heartache called a community meeting and began organising a response to the violence which had created a town charged with fear. White Ribbon lent a hand and the Kawerau march was born with people from all walks of life, cultures, denominations and creed taking part. [Read the story here.](#)



One Billion Rising

The aim of this event is that throughout the world one billion women (and men) would rise up and dance on Valentines Day. In New Zealand the movement is definitely growing and next year we hope to help publicise activities throughout New Zealand. Check out [photos](#) of the events throughout the world including Levin, Wellington, Nelson and Auckland.

White Ribbon Rolling Haka

Last year 12 schools created a rolling haka that greeted the White Ribbon Riders as they rode up Fergusson Drive in Upper Hutt. It was a terrific sight as line after line of school kids added their voices to end violence against women. Take a look at the [videos and images](#).



2012 Campaign Report

Each year we publish a White Ribbon report and the 2012 edition is set to be released in March. What we can say now is that the campaign was an overwhelming success - a testament to the collaboration between the campaign team and the many White Ribbon supporters and organisers. Here's a few statistics.

- more community engagement than any previous year
- over 237 events (which represents a 20 percent increase from 2011)
- over 385 mentions in the traditional media
- over 86,000 visits to the White Ribbon website which is an average of over 240 per day
- over 7,100 Facebook friends with a reach that has exceeded 1.7 million people in 2012
- more than 80 communities were visited by the White Ribbon Riders
- over 50 White Ribbon Ambassadors speaking out publicly against violence towards women.

White Ribbon Media

This year we had an amazing 10 front page stories and hundreds of stories from page two onwards. The White Ribbon Campaign media coverage is designed to create positive messages that can affirm change or inspire others to take up the cause. So while it's important to ensure events are well organised, safe and exciting, it's also vital that the events are covered by media so that the messages are seen and heard by as many people as possible, not just those at the venue. [Click here](#) to see an overview.



Say it with White Ribbon

Since we introduced White Ribbon Merchandise we've sold a whopping 2,159 items. Thanks to all those who have purchased so far. You are helping spread the White Ribbon message and at the same time fund the campaign. The shop is now open again so you can buy that t-shirt, pair of cufflinks, wrist band, cookie cutter and metal ribbon that you've always wanted. Simply click [here](#) to order. Donations are also welcome, either send a cheque to White Ribbon Campaign, Families Commission, PO Box 2839, Wellington, or donate electronically [here](#). Your assistance will help the campaign continue to provide free resources to communities throughout New Zealand.

Community Events

Last newsletter we reported that there were a record-breaking 237 community events including breakfasts, marches, whitebait cooking competitions, family fun days, tugs of war, White Ribbon runs and even a garden ramble. Congratulations to all the organisers who put on their thinking caps and found unique ways to raise awareness and engage people. To see the range of events click [here](#). If you have photos of your event, please [send them](#) to the White Ribbon Campaign Team.

White Ribbon Ambassadors

The number of White Ribbon Ambassadors continues to grow, however there are a number of communities throughout New Zealand where there are no men representing the kaupapa. If you know of a suitable candidate, please [download](#) the nomination form. To see where our ambassadors are located [click here](#). If your community isn't represented please nominate an ambassador now.



Ambassador Ruben Wiki spreads the message in Ashburton



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